

Message Text

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FM AMEMBASSY ANKARA

TO SECSTATE WASHDC 3024

INFO USDOC WASHDC

AMCONSUL ISTANBUL

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

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E.O. 11652: N/A

TAGS: BEXP

SUBJ: PROPOSED INDUSTRIAL HEATING EQUIPMENT ASSOCIATION

REF: A. STATE 014044; B. ISTANBUL 0531

1. SUMMARY. EMBASSY AGREES WITH REF (B). THERE IS, HOWEVER, FAIR MARKET FOR SPECIALTY EQUIPMENT ANS FOR U.S. DESIGNS AND TECHNOLOGY. BECAUSE EMBASSY AND ISTANBUL CONGEN RESOURCES WON'T PERMIT FULL SCALE IOGA MISSION, WE SUGGEST ONE OR TWO DAY STOP IN ANKARA ONLY FOR GROUP MEETING WITH GOVERNMENT OFFICIALS, GOVERNMENT ENTERPRISES AND SELECT ENTREPRENEURS. END SUMMARY.

2. ISTANBUL COMMENS (REF B) WERE PREPARED AFTER DISCUSSION WITH EMBASSY AND HAVE OUR FULL AGREEMENT. STATE AND COMMERCE ARE AWARE OF OUR NEED FOR ADDITIONAL STAFF POSITIONS TO PERMIT US TO COPE WITH EXISTING WORKLOAD. HOWEVER, BASICALLY THERE IS GROWING NEED FOR ALL TYPES OF INDUSTRIAL HEATING EQUIPMENT IN CONNECTION WITH TURKEY'S ECONOMIC DEVELOPMENT.

A) INDUSTRIAL FURNACES. TURKEY'S FERROUS AND NON-FERROUS METAL MUST BE INCREASED TO MEET INDUSTRY AND POLICY OBJECTIVES TO BE SELF-SUPPORTING IN VARIOUS TYPES INDUSTRIES. TURKEY NOW HAS HEALTHY FOREIGN CURRENCY RESOURCES BUT PRINCIPAL SOURCE I.E. TURKISH WORKERS' REMITTANCES MAY NOT CONTINUE INDEFINITELY AND TURKEY HOPES BUILD LOCALLY MANUFACTURING

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INDUSTRY AS IMPORT SUBSTITUTE AND EXPORT EARNER. INDUSTRIAL

FURNACES ARE BEING MANUFACTURED IN TURKEY AND FOREIGN DESIGNS BEING PURCHASED. IN ADDITION TO SPECIALTY INDUSTRIAL FURNACES SUCH AS AUTOMATED FURNACES, NOT LOCALLY PRODUCED, THERE IS MARKET FOR BURNERS, COMPONENT PARTS, ETC., AND ALSO FOR SALE DESIGNS AND NEW TECHNOLOGY.

B) INDUSTRIAL OVENS. COMMENTS UNDER (A) ALSO APPLY. WE ARE TOLD THERE IS MARKET FOR AUTOMATED OVENS AND OTHER SPECIALTIES, AND DESIGNS. THERE IS STRONG FEELING AMONG GOVERNMENT OFFICIAL AND INDUSTRIALISTS THAT SINCE TURKEY'S LABOR RATES ARE COMPARATIVELY LOW, TURKEY MUST MAKE INCREASINGLY MORE FINISHED PRODUCTS FOR DOMESTIC AND EXPORT MARKETS.

C) COMBUSTION EQUIPMENT. THERE ARE 15 OR MORE DIFFERENT TYPES OF OIL BURNERS BEING MANUFACTURED IN TURKEY (ALSO COAL AND LIGNITE BURNERS). LICENSING ARRANGEMENTS EXIST WITH W. GERMAN, AUSTRIAN, FRENCH AND OTHER FOREIGN FIRMS INCLUDING AT LEAST ONE U.S. (JOHNSON). BUT NEW DESIGN AND TECHNOLOGY MARKET EXISTS. FOR EXAMPLE, RECENTLY TURKISH ENTREPRENEUR LOOKING FORWARD TO POSSIBLE IRAQ-TURKEY GAS LINE IS INTERESTED IN MAKING LICENSING ARRANGEMENT WITH AMERICAN NATURAL GAS BURNERS MANUFACTURERS

D) HEAT EXCHANGERS. APPEARS SUFFICIENT SUPPLY RECUPERATORS MANUFACTURED LOCALLY. BUT THERE STILL IS MARKET FOR ADDITIONAL DESIGN AND TECHNOLOGY.

E) ATMOSPHERE GENERATING EQUIPMENT. THERE IS REPORTEDLY GOOD MARKET POTENTIAL BUT INDUSTRIAL CUSTOMERS NEED TRAINING.

F) INDUCTION AND DIELECTRIC HEATING EQUIPMENT. WE ARE INFORMED THAT IN THIS FIELD MARKET EXISTS FOR ABOUT TWO YEARS BUT LATER BECAUSE OF LEVEL OF TURKISH ENGINEERING COMPETENCE THIS EQUIPMENT WILL BE COPIED. THEREFORE PERHAPS IMMEDIATE MARKET-- LATER ONLY NEW DESIGN MARKET.

G) INDUSTRIAL HEATERS AND DEVICES. THERE MAY BE LICENSING POSSIBILITIES.

3. EMBASSY SUGGESTS IHEA GROUP CONSIDER ONE OR TWO FULL DAY UNCLASSIFIED

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STOP ANKARA IN ORDER HAVE SEPARATE GROUP MEETINGS WITH GOVERNMENT OFFICIALS, STATE ENTERPRISE AND OTHER OFFICIALS, PRIVATE ENTREPRENEURS, AND CONSULTING FIRMS THAT PREPARE FEASIBILITY STUDIES FOR INDUSTRY. EMBASSY BELIEVES IT COULD PUT TOGETHER PROFITABLE ONE OR TWO DAYS BUT WE ARE UNABLE TO GIVE FULL IOCA SUPPORT. MACOMBER

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